

Washington State Department of Health

News from the Tobacco Prevention and Control Program

Register now for 2004 conference

Register now for the Tobacco Prevention and Control Program's 2004 conference, *Changing the Environment: Policies, People, Practices.* The conference will be held March 23-25 at the SeaTac DoubleTree Hotel and is open to all community, tribal, disparities, and Educational Service District contractors, as well as other partners in tobacco prevention and control.



Conference online registration and information is available at www.wright-comm.com/tobaccoconf.

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Meet new contract specialist Paul Davis



The Tobacco Prevention and Control Program has hired Paul Davis as a contract specialist who will manage the Tobacco Prevention Resource Center contract along with most of the Eastern Washington county contracts. For the past two years, Paul has been the tobacco prevention coordinator for Educational Service District 112. He also spent the past year as a prevention specialist with the Ridgefield School District.

"Paul will be a great addition to our team," said Terry Reid, Tobacco Program manager. "He brings knowledge of community and school-based tobacco prevention and has been an instigator of collaboration. We look forward to his insights and hands-on expertise."

For more information, contact Paul Davis at 236-3642 or paul.davis@doh.wa.gov.

State launches new ads in cessation and secondhand smoke campaigns

This month, Washington residents will be seeing new commercials that encourage them to quit smoking and warn them of the dangers of smoking around their kids.

The state launched two new waves of commercials statewide, with secondhand smoke ads beginning to air Jan. 12 and new cessation ads beginning to air Jan. 19.

Secondhand smoke media campaign

The new secondhand smoke ads continue the state's focus on educating people about the

dangers of breathing secondhand smoke and especially the dangers to children. One of the television ads features a testimonial from a non-smoking woman who later dies of lung cancer. A second television ad reveals a startling statistic about the amount of cigarette smoke inhaled by kids who live with smoking parents.



"We really want to raise people's awareness of the amount of toxins put into the air by tobacco smoke," said Susan Zemek, Tobacco Program public awareness and marketing manager. "We think these ads convey that message in a way that has impact. When we tested a bunch of different ads with both smokers and non-smokers, these ads stood out."

The TV ads, which were produced by other states and rented by Washington, will be aired statewide. In addition, the state will run ads with similar themes on radio stations and billboards statewide. Ads also will be placed near baby changing tables in YMCAs and family restaurants and distributed on postcards at day cares, nurseries, recreational centers, and schools. The ads will be airing through April.

Cessation media campaign

The Tobacco Program has changed the focus of the new cessation ads from those designed to generate calls to the state's Tobacco Quit Line to ads that encourage tobacco users to attempt to quit.

"When we talked with smokers in focus groups, they told us that they tune out the ads that talk about the dangers of smoking because they feel they know all the risks," Zemek said. "Tobacco users told us they wanted



ads that were encouraging and not preaching. So we have designed some very humorous ads that will get their attention and let them know that we understand how difficult it is to quit but that they should keep trying."

The new ads use statistics to show that most tobacco users must attempt quitting several times before they are successful and that quitting is something you have to learn to do, Zemek said. The commercials also refer tobacco users to the quit line and Web site (quitline.com) for help in quitting.

The ad campaign, which will run for a year, features statewide ads on TV, radio, and buses. In addition, posters and matchbooks (filled with mints) will be placed where smokers visit – in bars (to remind them to stay quit when they are most tempted to smoke) and outside convenience stores (to give them added incentive to not buy cigarettes).

Useable artwork from the campaigns soon will be available for download on the <u>Tobacco Program Web site</u>. Information about where the ads will be running in your community is available on the contractor's Web site.

For more information, contact Susan Zemek at 360-236-3634 or susan.zemek@doh.wa.gov.

Strategic planning underway

The Tobacco Prevention and Control Program is leading an inclusive process to set strategic, statewide tobacco prevention and control priorities for the next three to five years.

In October, the program gathered information via an Internet-based survey. More than 180 respondents supported adding a guiding principal that will give priority to activities leading to sustainable changes, such as policy development and systems practice changes. The survey also provided feedback on future resource distribution to achieve our four goals (prevention, cessation, reduction of secondhand smoke, and disparities), with many respondents wanting to maintain an emphasis on the prevention of tobacco use.

In November, the Tobacco Program convened a planning group of more than 40 stakeholders to consider our current environment and to recommend priority outcomes, and strategies to achieve them, over the next three to five years. The result of the two-day meeting was a set of recommendations for each of the four goals. These recommendations will be sent to a broad group of stakeholders in February for additional input. The planning group will consider the feedback, and recommended statewide priorities will be agreed upon and publicized during the spring of 2004.

For more information, contact Terry Reid at 236-3665 or terry.reid@doh.wa.gov.

Policy-makers get tobacco report card

The "State of Tobacco Control Report Card," recently released by American Lung Association, gives Washington State mixed grades for its tobacco control policies – policies that are set by state legislators and the governor. The report rates the tobacco control policies – not programs – of all 50 states in four areas: cigarette taxes, program funding, youth access, and smoke-free air policies.

Washington scored an "A" for its \$1.425 per pack cigarette tax and a "B" for funding, which is still below Centers for Disease Control recommendations. Washington youth access policies got a "C" because the state still allows vending machines and sampling, and a "C" for smoke-free air policies.

For more information on the report card, go to www.lungusa.org.



Smoke-free Pierce County

The state's first public indoor smoking ban took effect in Pierce County January 2. A resolution recently adopted by the Tacoma-Pierce County Board of Health prohibits smoking in all indoor public places and places of employment, such as restaurants, bars, bowling alleys, and casinos. Smoking also is prohibited in outside seating areas that are within 25 feet from entrances, exits, open windows, and ventilation intakes.

The local tobacco prevention coalition, the Tobacco Advisory Board, and the Secondhand Smoke Community Assistance Project, among others, assisted the Tacoma-Pierce County Health Department in developing the resolution. For the full text of the resolution, go to www.preventionpriority.com.

Tobacco Program staff presents at national conference

Members of the Tobacco Prevention and Control Program staff presented workshops and posters at the 2003 National Conference on Tobacco or Health, held December 10-12 in Boston.

- Dave Harrelson: "Addressing Disparities Through Strategic Planning and Community Engagement."
- Stacy Scheel: "Tools and Techniques for Managing Community-based Contracts" (poster presentation).
- Julia Dilley: "Results Reducing Tobacco Use Early Success in Washington State."
- Mike Boysun: "Culturally Competent and Efficient Surveillance Strategies."
- Susan Richardson: "Results and Framework From Washington's School-based Tobacco Prevention Program" (poster presentation).

In addition, several Tobacco Program partners presented at the conference:

- Barbara Smithson, Kitsap County Health District: "Marketplace Advocacy for Smokefree Apartments."
- Cindan Gizzi, Tacoma-Pierce County Health Department: "Efficiently Measuring Intermediate and Long-term Outcomes at the Local Level."
- Kevin Knox, BREATHE: "Developing Successful Strategies for Statewide Partnership."

For more information, contact Terry Reid at 236-3665 or terry.reid@doh.wa.gov.

Tobacco Program evaluation team leads collaboration

The Tobacco Program's evaluation team co-convened a meeting of evaluators from 10 western states and staff from the Centers for Disease Control as an adjunct meeting to the National Conference on Tobacco or Health. This was the second meeting of the group. Participants shared methods and findings from recent state evaluation activities, and made plans to collaborate on data collection and comparative analysis.

For more information, contact Julia Dilley at 236-3632 or julia.dilley@doh.wa.gov.

News from the Tobacco Prevention Resource Center



Cross Cultural Leadership Institute

The Tobacco Prevention Resource Center and its subcontractor, the Center for MultiCultural Health, recently trained team leaders in preparation for next spring's Cross Cultural Leadership Institute. The goal of the institute is to build capacity in the African American, Asian/Pacific Islander, Gay/Lesbian/Bisexual/Transgendered/Questioning, Hispanic/Latino, and Urban Indian communities to develop and implement effective tobacco prevention and control programs and policies. The 10 team leaders will facilitate small group sessions at the four-day institute and will support teams of five fellows from their respective communities.

For more information, contact Wendy Nakatsukasa-Ono at 206-447-1755.

Speakers Bureau

The speakers bureau operated by the resource center needs feedback from users in order to keep improving. If you have used the services of a speaker through the service, please contact Denise Johnson at 206-667-4997 or djohnso@fhcrc.org.

Web site

Have a question about tobacco that you can't find an answer to? The "Questions From the Field" page of the resource center Web site is a good place to look. Questions such as "What has been the economic impact of restaurants and bars going smoke free?" and "Is there science-based information regarding the use of hypnotherapy for smoking cessation?" are answered on the site.

The site contains up-to-date information about a variety of services and assistance available from the Tobacco Prevention Resource Center. Register for access directly on the site at www.tobaccoprc.org.

Washington Quit Line transition goes smoothly

Callers to the Washington Tobacco Quit Line didn't notice any change last November when operation of the quit line was transferred to The Center for Health Promotion, Inc., a spin off of Group Health Cooperative. The quit line call center and operations remain in Tukwila



and the same skilled staff continue to help hundred of Washington residents kick the habit each month. The new venture will continue to improve the level of service the quit line provides.

"To meet growing national demand for effective ways to help people quit smoking at a reasonable cost, the Center for Health Promotion needed the independence to invest in product development, research, marketing, and service delivery," said Dr. Tim McAfee, chief medical officer.



T.A.T.U. mini-grants awarded

Mini-grants were recently awarded to Teens Against Tobacco Use (T.A.T.U.) groups throughout the state. The Department of Health, in collaboration with the American Lung Association of Washington, helped fund the grants, which are awarded in increments of up to \$500 and are used for youth-driven events and activities around tobacco prevention.

A listing of recipients is available on the American Lung Association of Washington Web site.

In memory of Kim Dalthorp

Many veterans of tobacco prevention in Washington may remember Kim Dalthorp from our ASSIST days. As you know, Kim was ill, suffering from brain tumors. After waging a heroic battle to stay with her family for these past six years, Kim passed away on December 20. She leaves behind her husband Steven and daughters Lindsay, 6, and Rachel, 8.

Kim worked for the tobacco program for several years before moving on to other departments at the Department of Health. During her time with the program, Kim was an unflagging bright spot for all of us who had the honor of working with her. Her sense of humor, smile, and dedication made our jobs easier and our lives a lot happier.

A memorial was held December 23 at the Masonic Memorial Park in Tumwater. Cards may be sent to Kim's family at: Steven Dalthorp, 622 Foote St. SW, Olympia, WA 98502-5432.

2004 Youth Advocates of the Year nominations

Every year the Campaign for Tobacco-Free Kids holds a nationwide competition to honor outstanding young tobacco prevention advocates. The award includes scholarship and grant opportunities, and recognition at a gala in Washington, D.C. The deadline for nominations is February 6.



For more information and nomination forms, go to www.tobaccofreekids.org/campaign/yayas/yayanominate.shtml

2004 Kick Butts Day

"Stand Out, Speak Up, Seize Control" is the theme for the ninth annual Kick Butts Day, scheduled for March 31, 2004. This year's event will feature new activities based on input from youth advocates, and the new activity guide will debut at the National Conference on Tobacco or Health in December. Kick Butts Day event organizers will soon be able to register their events and order materials on the Kick Butts Day Web site.

For more information, visit Tobacco Free Kids at www.kickbuttsday.org

Selecky Awards nominations

The Selecky Awards are back. Recipients of this year's Selecky Awards will be recognized during the Tobacco Program's annual conference in March.

The Selecky Awards first began in 2001 to recognize the work of youth leaders in Washington, and were named after one of Washington's tobacco champions, Secretary of Health Mary Selecky. This year, the Selecky Awards will include recognition for youth and adult leaders in the state. Nominations for Selecky Awards will be accepted until Jan. 26. All nominations will be reviewed by a committee.

For more information, contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov.

Last call for photos

Photographs of Tobacco Program contractors' 2003 tobacco prevention events and activities are needed by February 1 for possible inclusion in a video presentation to be shown at the 2004 conference, March 23-25. Digital photos smaller than 4 mg total file size can be submitted by email to wright2@olywa.net. Larger files (on cd) and photographic prints can be mailed to Wright Communications Inc., 1615 E. Fourth Ave., Olympia, WA 98506. Include return address information if you'd like your submissions returned.

Submissions for future newsletters

Submissions from Tobacco Program contractors and partners for inclusion in future newsletters are always welcome. Send information about projects, tobacco-related local news items, and other information to share with tobacco prevention colleagues to Wright Communications Inc. at wright2@olywa.net or 360-943-3642.

New email address for data requests

The Tobacco Program's assessment and evaluation section has a new address for data requests and evaluation questions: <u>tobacco.evaluation@doh.wa.gov</u>. When requesting information, contractors also should email their contract manager.

Web updates

The Tobacco Program is undertaking a series of changes to both the public and contractor sections of the Web site. These changes are aimed at enhancing the content and making the sites easier to use. Please be on the lookout in the next couple of months for these changes.

For more information, or if you have suggestions for things you'd like to see on the site, contact Susan Zemek at 360-236-3634 or susan.zemek@doh.wa.gov.

Online news and information

The American Legacy Foundation has a new youth activism Web site at www.streetheory.org.

The inaugural issue of *Preventing Chronic Disease*, the Centers for Disease Control's online e-journal is now available. To subscribe, go to www.cdc.gov/pcd, and click on subscriptions and follow the instructions.

The current issue of *O2 magazine*, produced by Teen Media Futures, is now available. <u>View O2 magazine</u>.

The latest issue of the *Tobacco Free Press*, produced by the Association of State and Territorial Health Officials, is now available. <u>View the Tobacco Free Press.</u>

The Tobacco Technical Assistance Consortium (TTAC) provides a regular newsletter with helpful information on tobacco control. The consortium builds capacity to achieve effective tobacco prevention and control programs and policies. <u>View TTAC Exchange newsletter.</u>

Those interested in educating about smoke-free dining can find a tremendous amount of information about smoke-free restaurants and the dangers of secondhand smoke at the Tobacco Scam Web site. <u>Visit Tobacco Scam</u>.

In the news

Going puffless in Pierce sets state standards (January 13)

Editorial supporting Pierce ban and asking for a statewide ban. Read the full story.

Indoor smoking ban logical next step of anti-tobacco fight (January 13)

Editorial in support of Pierce county ban and encouraging more bans. Read the full story.

State gets a passing grade on tobacco (January 9)

Editorial praising state's anti-tobacco efforts. Read the full story.

Smoking ban still the law (January 9)

A lobbying group for bars and restaurants were denied a suspension of the Pierce County smoking ban. Read the full story.

Ontario pubs want compensation (January 7)

Ontario is considering an indoor smoking ban and local pubs are asking to be compensated for an expected loss in revenue. Read the full story.

Many states not funding tobacco prevention (January 6)

American Lung Association released its reports card on the states' tobacco prevention programs. Read the full story.

Small cigarette companies whittle away at Big Tobacco's sales (January 5)

Small cigarette companies are undercutting the large tobacco corporations thanks to lower prices and exemption from paying on the tobacco settlement. Read the full story.

They'd rather fight than quit (January 3)

Some smokers are defying the new Pierce County ban on smoking in all public places. Read the full story.

UK Tobacco Firms Deny Derogatory Customer Comments (December 18)

UK tobacco firms state use of the term "slobs" to describe customers was not reflective of the firms opinion about their customers. Read the full story.

Coalition begins effort to extinguish smoking in public places (December 16)

A coalition of health groups announced an effort to change Washington state law to outlaw smoking in all public places, including bars, restaurants and bowling alleys. Read the full story.

Passive smoking can kill nonsmokers (December 11)

The actual increase in lung cancer risk in those exposed to secondhand smoke was recently measured in a new study. Read the full story.

India to ban tobacco advertising (December 11)

India has decided to ban all tobacco advertising in the country. Read the full story.